

Design for Experience Education

If you're involved in creating technology products, services, and other experiences, our courses will enable you to **understand and employ key strategies, perspectives, techniques, and artifacts that derive from the UX realm**. Whether you're hands-on in product design or you're working alongside others who are, **your work and career will benefit** from knowing how to build higher quality experiences with greater ease and reduced risk.

Our classes are principally taught in-person with a mixture of presentations and workshops given leading industry professionals, supplemented by participatory, collaborative projects and out-of-classroom experiences.

Despite high demand, we're currently limiting availability to ensure the class experience is highly focused and relevant to attendees.

User-Centered Design for Business & Product Professionals

Location: Central Denver

Duration: October 14 – November 20 (6 weeks)

In-Class Sessions: Tuesdays and Thursdays at 6:30pm

You will gain a **fundamental understanding of the range of UX and user-centered design methods and practices** in terms of their practical usefulness, and be ready to **immediately apply them toward product design efforts**, whether independently, in collaboration with others, or in an oversight role.

Targeted toward technical leads, project managers, entrepreneurs, and other business professionals, this course provides a strong foundation in how to utilize the principles of user-centered design in practical, real-world business situations. The course emphasizes how to **apply these principles regardless of budget and team limitations** in the context of small project teams, lean/agile methodologies, and/or startup environments by using scrappy, low-cost, "guerilla" techniques.

The course covers key components of UX and user-centered design, including research, ideation, prototyping, implementation, testing, and presentation. The class structure will include lectures and workshops by leading industry professionals, 1-2 field trips to visit companies and settings that exemplify user-

centered thinking, and collaborative projects that put the principles and methods into practice.

This course is structured to provide hands-on learning, and attendees will engage with each other and with instructors in a participatory format. Optional in-class time and out-of-class instructional materials will be offered in a way that allows flexibility in balancing learning with busy schedules.

Important note: Exact meeting days, times, and locations will be decided based on what best suits attendee needs. Due to strong demand and limited class size, we may not be able to accommodate everyone in this class. If interest is strong enough to fill multiple separate classes, we will work directly with prospective attendees to form separate classes that group attendees with others in similar roles, and according to scheduling preferences and constraints.

Classroom hours: 2 core hours with up to 1 hour of optional activities afterwards

Instructor-led time: 24 core hours with up to 12 optional hours

Class size: 16 to 20 people

Cost: \$1750, discounts available for partner organizations and case-by-case according to needs

Interested in this class?

Please [click here to open a web-based signup form](#). Complete the information on the form and we'll follow up with you shortly.